Hardware Compatibility

Investments	IBM	Apple	Mac-intosh	Retail Price
Market Analyzer™	•	•		$349
Market Manager PLUS™	•	•		$249
Market Manager PLUS™			•	$199
Investor's Workshop™		•		$149
Spreadsheet Link™	•	•		$249
Spreadsheet Link™ (requires Straight Talk)			•	$ 99
Information				
Straight Talk™			•	$ 95
Sales Management				
Prospect Organizer™	•			$395
Home Finance				
Home Budget	•			$139

All Dow Jones Software products are fully supported by thorough documentation, a sixty-day warranty and the toll-free Dow Jones Customer Service hotline.

For more information or to order, call Software Support at:

1-800-257-5114

In New Jersey call 609-452-1511

or see your local computer dealer.

Dow Jones & Co., Inc.
P.O. Box 300
Princeton, New Jersey 08540

Dow Jones™
Software

- Investments
- Information
- Sales Management

For Informed Decisions...

Dow Jones Software

In the publishing tradition of The Wall Street Journal and Barron's magazine, Dow Jones brings you software that transforms your computer into a viable information tool. With the help of Dow Jones News/Retrieval®, you can capitalize on current stock market quotes, exclusive business and industrial news, sports, weather, movie reviews and more.

Dow Jones Software serves the information needs of private and professional investors, students and educators, sales professionals, marketers and anyone with a need for timely, accurate information. Discover the unique capabilities that make Dow Jones Software a leader when it comes to delivering information.

Investments

Market Analyzer™ — Private and professional investors can use the Market Analyzer for technical stock market analysis. Using data from Dow Jones News / Retrieval, this program constructs charts that reveal patterns in price fluctuations or compare a particular stock to the market in general. $349

Market Manager PLUS™ — This program performs portfolio analysis for private and professional investors, small businesses, investment counselors and securities brokers. Simultaneously, it records and maintains important tax information for each security transaction enabling the user to have a more exact evaluation of the portfolio.

With the Market Manager PLUS you have easy access to all services available through News / Retrieval. Macintosh $199, IBM and Apple II $249.

Investor's Workshop™ — This program offers a combination portfolio management, charting and communications for the private investor. By using information from your broker's confirmation slips, you can recreate your portfolio on the program. With information from Dow Jones News / Retrieval you can review the current value of your portfolios, discover investment opportunities and check tips and hunches. $149

Spreadsheet Link™ — This program offers direct communication between News / Retrieval and your Lotus 1-2-3, Multiplan or VisiCalc spreadsheets. You can automatically collect data from News / Retrieval and with a few simple key-strokes, enter it into your spreadsheet for analysis. IBM and Apple II $249 Macintoch $99 (requires Straight Talk)

Information

Straight Talk™ — Especially designed for the Apple Macintosh computer, this program automatically connects to News / Retrieval, other electronic database services, and other Macintosh computers. It also allows you to take full advantage of all Macintosh conventions like the mouse and pull-down menus. This program even supports MacWrite. $95

Sales Management

Prospect Organizer™ — Now sales professionals can create their own database to organize prospect information. This program organizes selected prospect information such as zip code, city, state, territory or alphabetical listing. Similarly, the Prospect Organizer arranges information used in telemarketing, prospect analysis, promotion analysis, correspondence and prospect distribution. $395

Home Finance

Home Budget™ — Finally, there's a complete home budgeting tool for financial planning and tax preparation. This program organizes your assets (cash, checking accounts, stocks and bonds), liabilities (credit card accounts and loans) and reserves (regular expenses such as groceries, and utility bills). The Home Budget creates a clear picture of your finances so you can make sound money decisions. $139